ROU Brief - 1/15/97

For: AVP/RSM/RBM/ROM/KAM/AM/AE/MC/PC/PRC/SC

FSC-12-A

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DISTRIBUTE TO ALL FULL-TIME FIELD SALES PERSONNEL

➧ ***CAMEL Menthol Carton Packaging Change***

Beginning with February code dates, CAMEL Menthol carton end labels will be modified to differentiate the two styles more effectively. Please ensure proper product rotation at both wholesale and retail.

ROU Program Contact: Lawrence Clayton, extension #7402

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➧ ***New Vehicles/Door-to-Door Delivery***

Door-to-door delivery for new vehicles was implemented by PHH to help fleet drivers manage their time more wisely. Door-to-door delivery is where vehicles are delivered directly to the driver's home or office. To date, the program has been implemented in the following cities:

Los Angeles, CA	Baltimore, MD	Cincinnati, OH	Houston, TX
San Francisco, CA	Detroit, MI	Cleveland, OH	Seattle, WA
Miami, FL	Minneapolis, MN	Columbus, OH	
Orlando, FL	Northern New Jersey	Mansfield, OH	
Tampa, FL	New York, NY	Philadelphia, PA	
Atlanta, GA	Charlotte, NC	Pittsburgh, PA	
Chicago, IL	Akron, OH	Nashville, TN	
Boston, MA	Canton, OH	Dallas, TX	

In all cities listed above, except Detroit, the delivery to the driver will be handled by the dealership actually receiving the new vehicle. In Detroit, the delivery to the driver will be handled by an outside service company, Qual-Effic.

Delivery time and location should be selected by the driver at his/her convenience. The driver should ensure that the new vehicle delivery, the pick up of the trade-in vehicle and the transfer of products/supplies does not exceed one hour. This will ensure the delivery service/dealership and RJRT driver utilizes their time most effectively.

Fleet Operations will keep you apprised of new cities as they are added to the program.

ROU Program Contact: LuAnn Boles, extension #6034

ROU DETAIL

➧ ***CAMEL Beach Promotions*** (Regions 1300, 1800, 2100, 2200, 2300, 2900, 5100, 5400, 5600, 5800)

To leverage CAMEL's vitality in beach resorts across the country, a B2G sunglasses offer is available in selected markets. Allocations are based upon Field requests. Specifics are:

Promotion #700075

Item #522890 sunglasses (20 offers/SKU. SKU contains 20 sunglasses offers, large paster, preassembled display.)
Item #522902 sunglasses (bulk packed 100/SKU). Only in Regions 2100, 5400 and 5600. (Both items are currently available for order and will be available for shipment 1/27).

The Panama Jack sunglasses are in the popular "gargoyles" style and include a black, drawstring-like pouch. The CAMEL Cash 9 Catalog and name generation insert is included in the promotional sleeve. Since the CAMEL Cash catalogs expire on September 30, the promotion should not be at retail after that date.

One hundred CAMEL Cash sunglasses promotion sell sheets will be shipped to each of the above listed regions the week of January 13 to use in promoting our CAMEL Beach promotion. Limited additional quantities are available if needed.

Program Contacts: Yvette Willard, extension #5501
Dick Luongo, extension #6110

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➧ *Criteria - Account List Planning Model BPE*

To assist you and your Reps/Managers in dispersing your promotional allocations to account level for the CAMEL April B2G2F (Promotion #700031) and DORAL B2GF Lighter (Promotion #700050), the following criteria was used to establish the retail accounts in the model:

- All active accounts with and without VAP wholesaler numbers are included.
- Accounts must be a retail account (Type: R).
- Accounts must have segment code of CN, GK, GS, LQ, OH, SF, TB or TG.

(Drug retail outlets were deleted from the account but may be added to the list by exception if necessary.)

- Accounts with a call class of A or B.
- 7-11 accounts not included 0001-00-00 through 0001-99-99 (7-11 national participating in different type of promotions)
- Accounts that are not RJR lockout (in M37-RJR package merchandiser, RJR lockout is blank).
- Accounts that are not PM exclusive (in M37-RJR package merchandiser, PM exclusive is blank).
- Weekly SIS Industry Volume is greater than or equal to 75.
- Weekly SIS Industry Volume is between 75-99, must be a partner account with contract.

Once the accounts are established, then the model reads the following to determine actual recommended SKU quantities:

- Total Industry Volume is based on SIS Industry Volume.
- AIM data is to calculate SOM by account level. (If data is not available, the model uses AIM territory SOM.)

Please review this information and provide to your Reps/Managers when you pull the N34 report for adjustments. As noted in the second quarter workplan (FSC-9-A), the model for both promotions listed above can be accessed on line in BPE N31, N32, N33 and printed in N34.

Program Contacts: Chris Minner, extension #1642
Sharon Reid, extension #2584
Dick Luongo, extension #6110

➧ *Revisions to Second Quarter Workplan (FSC-9-A)*

Please replace page 20 of the 2nd Quarter Workplan (FSC 9-A) with the revised page (Attachment A). Changes include:

- Item #522101 should be **#525101** under the June DORAL B2G1F Promotion #700272.
- The DORAL Cigarette/Tobacco Store carton insert (Promotion #700269) **includes a continuity offer**.
- The DORAL Supermarket carton insert (Promotion #700270) **does not include a continuity offer.**

In addition to the revised page for the workplan document, a "revised" allocation page (Attachment B) shows the correct item number **525101** for the DORAL B2G1F June Promotion #700272.

Program Contact: Sharon Reid, extension #2584

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➧ *Merchandising POS Illustrations Available in Netscape*

Illustrations for placement of all POS materials is now available in the Intranet RJRPUBS application located in new Netscape application. It is suggested that copies be made of these illustrations for selling rep and retail rep assistance when planning the next merchandising POS changeover. Instructions to retrieve the new illustrations are:

1) Access the Netscape application. (Note: Netscape is available only to ROU Lan connected computers).
2) Click on the Sales button located under Departments.
3) Click on POS Merchandiser Illustrations under Sales.
4) Click on Full Price POS or Savings Brands POS for a list of illustrations.
5) Select the POS illustration to view by clicking the appropriate name. The viewer will automatically display your selection.
6) To print an illustration, click File and Print.
7) To exit the viewer, click File and Exit. Netscape will return to the list of illustrations.

Program Contact: Chris Minner, extension #1642

➧ *1997 Plans/Merchandising Contracts - "G" Drive*

To simplify access procedures to the 1997 Traditional Carton, Cigarette/ Tobacco Stores contracts, grids and retail accrual grids, a new tab (subdirectory) has been created in "G" Drive entitled **Contgrid** (Contracts/Grids).

Recently there has been some confusion as to where the contracts and grids reside in "G" drive. You may access these contracts and grids using the newly created tab immediately.

All of the 1997 contracts were available in different "G" drive folders. Hopefully, this change will make access easier.

Carbonized copies of the contracts to include item numbers and other information will be available shortly. If you have any questions relative to utilizing "G" drive in File Manager, please refer to FSC-193-A dated 11/7/96.

Program Contacts: W. J. Duffy, extension #5776
S. G. Steen, extension #7149
J. G. Barnhardt, extension #7161
R. A. Pettorini, extension #1052

51861 2679

Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➡ *WINSTON POS Changeover*

FSC-7-A requested POS quantities for a potential WINSTON POS changeover. To further clarify WINSTON changeover guidelines, keep in mind the following PCD guidelines when determining POS quantities for WINSTON:

- Where you have two full-price displays, CAMEL will remain as the primary display in all regions.
- Where you have only one full-price display, follow WINSTON vs. CAMEL primary POS region guidelines to determine primary vs. secondary brand on the full-price display.

  Example: Where WINSTON POS is primary, WINSTON should be primary on the full-price display.

Exceptions may exist on the above PCD guidelines on a call-by-call basis, but they should be based upon business opportunities.

Program Contact: Steven O'Leary, extension #3466

➡ *1997 Temporary Displays*

During the week of January 13, each ROU will receive 200 copies of the 1997 Temporary Display Brochure. Please distribute to your Region personnel as needed.

New for 1997:

- Temporary 20/30/40 Pack Counter Display #524750
- Temporary 20 Pack Shipper Display #524012
- Dual Floor Pedestal Display #524000
- Redesigned Dimension 4 Display #458131
  - Redesigned to eliminate acrylic panels which resulted in major cost savings. Shelves angle back to support loose pack promotions. (Available when existing inventory of Dimension 4 is exhausted.)

All Temporary Displays will continue to be produced in reflex blue to support a wide variety of promotions across all brands. Units are on open allocation and available for immediate shipment.

All items are SKU packed as 1 unit; however, if ordering to warehouse locations, please order in master pack quantities to lower cost of handling and shipping.

Due to the repacking of existing units to achieve a SKU pack of 1, several item numbers have changed. When ordering, please use the 1997 Temporary Displays Brochure for new item numbers.

Program Contacts: David Cook, extension #6550
Linda Haynes, extension #2234

➡ *CAMEL One-Sheet Availability*

CAMEL one-sheet POS replacement pieces, Item #524711 (10/SKU), are now available on open order. One-sheets were produced for the framed units currently at retail.

Program Contacts: Yvette Willard, extension #5501
Dick Luongo, extension #6110

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➧ *SMS Contacts*

Any questions regarding inventory availability, status of orders, prioritization, or other inventory issues should be directed to the inventory manager assigned to the item. The inventory manager's name and extension can be found on the 210 inquiry screen of SMS.

Program Contact: Kay Adams, extension #7107

➧ *WINSTON and CAMEL Neon Replacement Tubes*

The following items have been allocated to sales area level:

Item #	Description	SKU Pack
524045	Winston Neon Tube - "WIN"	1
524051	Winston Neon Tube - "STON"	1
524060	Winston Neon Inside Bulb Replacement Kit	1
471071	Camel (Logo) Neon Tube	1
471080	Camel (Genuine Taste) Neon Tube	1
471065	Camel Beast Neon Tube	1

Previously, Quality Control Sheets were faxed into David Cook in order to receive neon replacement tubes. This procedure will no longer be used. Instead, each ROU will simply enter orders for reasonably desired amounts. Please do not order just for storage. Due to the cost and limited quantities, replacement tubes should ONLY be ordered on an individual need basis. Allocations were moved down equally to sales area level and are must be ordered from your region level. (Your region's draw flag is set to pull from your sales area allocation.)

Program Contacts: Jasper Spencer, extension # 4072
David Cook, extension # 6550

➧ *First Half 1997 Wholesale Partners Program Tracking System Function Availability*

The Partners Tracking system function (T06) and P-track Download will not be available for the 1st Half 1997 Program until **Monday, February 10, 1997**.

New tracking and download formats are being developed to accommodate the 1997 programs. Further details will be communicated to you at a later date.

Program Contact: Julie Huneycutt Knabb, extension #7758

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➡ *First Half 1997 Wholesale Partners Program Tax Stamping Requirement*

AS INFORMATION ONLY:

The following technical document has been sent to all Wholesale Partners Program participants as instructions in reporting volume for providing Tax Stamping Services to a third party as required in program Rules and Procedures. The MSA Helpdesk has been instructed to follow up with the accounts submitting "Tax Stamp Service" data to report this volume under a separate DID beginning with the program start date of **January 1, 1997**.

New Requirement For '97 Wholesale Partners Program:

All products for which customer provides tax stamping services to third parties must be included in weekly Partners sales information reporting even though the product may not be purchased by the customer. Direct Accounts that perform these services must:

- Call the RJR Partners Help Desk (1-800-230-9372) to obtain a separate Tax Stamp Service Distributor ID (DID) that will be used only on this Tax Stamp Service media. The Tax Stamp Service DID must only be used when reporting this Tax Stamp Service Volume.
- Request Tax Stamp Service media labels from the RJR Partners Help Desk.
- Report weekly Tax Stamp Service volume ***on a separate piece of media*** using the ***separate DID assigned by the RJR Partners Help Desk***. A complete file must be sent each week (include DID/UIR/ROI/PCH/TTL records).
- When reporting Tax Stamp Service volume, use the Data Format and Record Field Layout provided in the Weekly Reporting Requirements document. **PLEASE BE SURE TO USE THE TAX STAMP SERVICE DID.**
- Weekly cigarette volume sales to retail customers will continue to be reported on a separate file using the original DID assigned to each Direct Account, per the requirements outlined in the Weekly Reporting Requirements document.

Please call the RJR Partners Help Desk if you have any questions regarding the reporting of Tax Stamp Service volume.

Program Contact: Julie Huneycutt Knabb, extension #7758

➡ *Corporate Express Office Supplies - Pitney Bowes Mail Supplies*

If you have any problems or questions about Corporate Express (Office Supplies) or Pitney Bowes (Mail Supplies), please contact:

Tracy S. Smith
(910) 741-7858 (Phone)
(910) 741-0451 (Fax)
E-Mail

Bruce Phillips will continue handling ADA Computer Supplies.

Program Contact: Bruce Phillips, extension #6019

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➡ *SIS Master List Sort Enhancement*

Effective Monday, January 20, the master list will be sorted in territory, account number sequence. This enhancement will assist field sales users when viewing the M03 scroll master list and allow promotion coordinators ease of entry when using the N31 BPE function to update SKU changes from the N34 report.

Program Contact: Chris Minner, extension #1642

➡ *Sales Rep Notebook Enhancements*

The following fixes/enhancements have been downloaded to the sales reps notebook computer.

- A problem with the availability folder where availability was recorded when the sales rep did not report availability was corrected.
- The problem with schedules for retail reps not using the new 5-4-4 calendar for 1997 has been corrected. All schedules should now display correctly.
- Account Info Button: A new button has been developed to view wholesaler product line numbers while in the Wholesalers/HQ folder.
- Admin Button: Wholesaler information such as address and phone number is now available when you double-click on the wholesaler name while in the wholesalers folder.
- Contract information has been added as an option to the data selection list for the Infograbber function.
- Quickcards have been updated and the demos option has been removed since it has caused application errors. To get to a Quickcard, press f1 and the Quickcard for the folder you are currently on (or f12) will be displayed.

Program Contact: RJR Hotline

➡ *Poqet Enhancement*

The Poqet will be enhanced effective January 20th to display actual draft numbers for selection when making a draft payment. The current process validates the retail rep entry of the draft number. The selection of a draft number vs. entering a draft number should help continue to eliminate draft errors caused by incorrect draft numbers.

Program Contact: Chris Minner, extension #1642

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Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000

➧ ***DM/RM/KAM/AM Notebook Application Enhancement***

The managers notebook application has been enhanced with the ability to view FSC letters, Customer letters, Address listings, and the recruiting manual using the current Subscriber application. **This enhancement should eliminate the need for ROUs to forward e-mail FSC and customer letters to managers within their respective regions.** ROU Recommendation: A document should be prepared with a list of FSC Letters that should be accessed by each manager type. E-mails should no longer be forwarded to Managers. Effective Monday, January 20th, subscriber will contain four new sections named, (1) Customer Letters, (2) 1997 Letters - 1st Qtr, (3) 1996 Letters - 4th Qtr, and (4) Miscellaneous. An index of all documents available will be displayed within each section. The documents will not be available for immediate access. To view the corresponding indexed document within Subscriber, follow these instructions.

1) Highlight the subscriber document.
2) Double-click the document. A window will appear that will verify the download of the document. Click on the YES block.
3) The document will be preceded with a CHECK mark which indicates the document will be downloaded for view during the next communication.
4) After the next communication, the check mark will be replaced with a 'C' that has an arrow on it. The check mark indicates that the document is in Subscriber and may be viewed. Double click on the document and it will be displayed. (Note: Click on the Legends button located at the top of the screen for a list of all valid symbols associated with Subscriber.)

To delete a document once it as been received and viewed:

1) Highlight the subscriber document.
2) Click on the Command area and click Delete.
3) The symbol 'C' with an arrow will be removed immediately and the document will be deleted from your system. The index of the document will remain as a future download option.

Program Contact: Chris Minner, extension #1642

Source: https://www.industrydocuments.ucsf.edu/docs/jsbn0000